

**WE CLAIM:**

1. A self-illuminating display shelf assembly comprising:

at least one shelf member formed as a light guide panel;

a shelf support to hold said shelf member in a horizontal position; and

an irradiating unit for irradiating said light guide panel;

wherein said light guide panel includes a top face, a bottom face, and a first edge face interconnecting said top and bottom faces; and

wherein said irradiating unit includes an elongated shroud mounted on said light guide panel and covering said first edge face, and a light emitting element mounted on said shroud and confronting said first edge face, said light emitting element being operable so as to produce light that is incident on said first edge face.

2. The self-illuminating display shelf assembly as claimed in Claim 1, wherein said light guide panel further includes a second edge face opposite to said first edge face, said shelf member further including a reflection layer overlying said second edge face.

3. The self-illuminating display shelf assembly as claimed in Claim 1, wherein said shelf member further includes a plurality of light deflection parts formed

on at least one of said top and bottom faces of said light guide panel.

4. The self-illuminating display shelf assembly as claimed in Claim 3, wherein said light guide panel further includes a second edge face opposite to said first edge face, said light deflection parts increasing in size from said first edge face in a direction toward said second edge face.

5. The self-illuminating display shelf assembly as claimed in Claim 3, wherein said shelf member further includes a translucent diffusing sheet overlying said light deflection parts of said light guide panel, and a transparent top plate overlying said translucent diffusing sheet.

6. The self-illuminating display shelf assembly as claimed in Claim 1, wherein said shroud includes a longitudinal upper plate portion, a longitudinal lower plate portion, a longitudinal lateral plate portion interconnecting said upper and lower plate portions, and a longitudinal groove defined between said upper and lower plate portions to receive said first edge face of said light guide panel, said light emitting element extending between said first edge face and said lateral plate portion.

7. The self-illuminating display shelf assembly as claimed in Claim 6, wherein said longitudinal lower plate portion of said shroud has a receiving space

formed therein, said irradiating unit further including a power unit received in said receiving space.

8. The self-illuminating display shelf assembly as claimed in Claim 6, wherein said shelf support includes  
5 a pair of upright support members and a pair of horizontal support elements having rear end plate portions mounted respectively on said upright support members, said upper, lower and lateral plate portions of said shroud extending between and being connected  
10 to said rear end plate portions of said horizontal support elements, said horizontal support elements further having front arm portions extending forwardly and respectively from said rear end plate portions to support said bottom face of said light guide panel.

9. The self-illuminating display shelf assembly as claimed in Claim 8, wherein said upright support members have a plurality of anchor holes, said rear end plate portions of said horizontal support elements having anchor hooks for engaging respectively said anchor  
15 holes in said upright support members.

10. The self-illuminating display shelf assembly as claimed in Claim 6, wherein said shelf support includes a plurality of hanging strings to hang said light guide panel.

11. The self-illuminating display shelf assembly as claimed in Claim 10, wherein each of said hanging strings includes at least one engaging element  
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connected to said light guide panel.

12. The self-illuminating display shelf assembly as claimed in Claim 11, wherein said engaging element has a vertical through hole for extension of a corresponding one of said hanging strings, and a bifurcated end to hold said light guide panel.

13. The self-illuminating display shelf assembly as claimed in Claim 1, which includes a plurality of said shelf members which are mounted on said shelf support one above the other.

14. The self-illuminating display shelf assembly as claimed in Claim 1, wherein said shelf member further includes a plurality of light deflection parts formed on one of said top and bottom faces of said light guide panel, a translucent diffusing sheet mounted on the other one of said top and bottom faces of said light guide panel, and a reflective sheet covering said light deflection parts.

15. The self-illuminating display shelf assembly as claimed in Claim 14, wherein said light guide panel further includes a second edge face opposite to said first edge face, said light deflection parts increasing in size from said first edge face in a direction toward said second edge face.